


**ADVANCED
GARDEN**
**ADVANCED
LAWN**
**ADVANCED
HOME**

BAYER CORPORATION AND BAYER-PURSELL, LLC, SUPPORT "READ THE LABEL FIRST!"

New Bayer Advanced™ Brand Offers Consumers a Better Way to Care for Their Lawn and Garden with Innovative Packaging and Easy-to-Read Labels

(Philadelphia, PA) March 6, 2000 -- Bayer Corporation has been a long-time partner with the EPA in the Consumer Labeling Initiative (CLI). Now Bayer has brought improved consumer labeling to the shelves of major retailers with the Bayer Advanced™ brand of consumer insect control products marketed by Bayer-Pursell, LLC.

Bayer-Pursell, LLC, a joint venture between Bayer Corporation and Pursell Industries, Inc., combines Pursell Industries' experience in sales and distribution of consumer lawn and garden products with Bayer's research capabilities, chemistries and commitment to trusted products. Bayer-Pursell, LLC, and Bayer are committed to promoting environmentally responsible and safe use, storage and disposal of insect control products.

The product labels of the Bayer Advanced™ line incorporate the CLI's Partners and Task Force recommendations intended to communicate information to consumers more effectively. Consumers are also encouraged to read and follow label directions with a "READ THE LABEL FIRST!" heading on all the Bayer Advanced™ product labels.

As an industry leader and through its affiliation with Responsible Industry for a Sound Environment (RISE), Bayer has been a major participant and contributor of the Consumer Labeling Initiative since its inception. Bayer and Bayer-Pursell, LLC, along with RISE, will continue to encourage consumers to read labels and use products responsibly by supporting and working with the EPA on their Consumer Education efforts.

Bayer Corporation is a research-based company with major businesses in health care and life sciences and chemicals. The company had 1998 sales of \$8.1 billion and employs more than 23,000 people. Bayer Corporation is investing \$15 billion in capital expenditures and research and development from 1995 through the year 2004. 1999 capital investment and R&D expenditures are projected to total \$1.6 billion. Bayer Corporation, with headquarters in Pittsburgh, is a member of the worldwide Bayer Group, a \$31 billion international life sciences, polymers and specialty chemicals group based in Leverkusen, Germany.

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